

AMENDMENTS TO THE CLAIMS

Please cancel claims 1-2 and 8-9 without prejudice or waiver as to the underlying subject matter.

1-2. (Canceled)

3. (Original) In a system in which a plurality of electronic pages can be viewed by a user, at least one of the electronic pages comprising at least one space for displaying content associated with a selected content campaign, a method for selecting a content campaign, comprising the steps of:

- (a) assigning a plurality of content campaigns to one or more of the spaces;
- (b) assigning an initial share value to each of the plurality of content campaigns;
- (c) upon a viewer downloading one of the electronic pages, identifying at least a subset of content campaigns from the plurality of content campaigns to display to the viewer based on, at least, targeting criteria;
- (d) determining a chance value for each of the content campaigns in the subset, wherein the chance value is based at least in part on a number of times each of the content campaigns fulfilled the targeting criteria for each one of the spaces;
- (e) if necessary based on the chance value, adjusting the initial share value;
- (f) assigning to each of the content campaigns in the subset a number of numerals, the number based on the adjusted share value;
- (g) generating a random numeral; and
- (h) selecting from the subset of content campaigns one content campaign that is assigned a numeral corresponding to the generated random numeral.

4. (Original) The method of claim 3 wherein the initial share value is fixed.

5. (Original) The method of claim 3 wherein the initial share value is calculated.

6. **(Original)** The method of claim 5 wherein the initial share value is calculated based at least in part on (i) a number of times each of the content campaigns is intended by a promoter of the content campaign to be viewed over a period of time, and (ii) an estimated number of times each of the content campaigns will be viewed on the one or more spaces over the period of time.

7. **(Original)** The method of claim 6 wherein each of the plurality of content campaigns is assigned a priority and wherein the initial share value calculated for each of the content campaigns is adjusted based on the priority.

8-9. **(Canceled)**